

BroderBros., Co.

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For Immediate Release

Broder Bros., Co. Sees Success at Annual Philadelphia Apparel Showcase

Trevose, PA, June 1, 2010- On May 6, 2010, Broder Bros., Co. hosted its annual Philadelphia Apparel Showcase at Lincoln Financial Field. Attendees met with representatives from their favorite mills, participated in sales building seminars, enjoyed a cocktail party with live entertainment and had the opportunity to tour Lincoln Financial Field.

Attendees also won fabulous, big-ticket prizes including an Apple iPad, a weekend getaway to the Borgata in Atlantic City and two tickets to an upcoming Philadelphia Phillies game.

“The show was once again a great success for Alpha, Broder and NES this year,” said Steve Valeri, VP of Marketing. “We had many attendees and the venue made for an entertaining and enjoyable event.”



To learn more about Broder Bros., Co. please visit any one of its division websites at www.broderbros.com, www.alphashirt.com or www.nesclothing.com.

About Broder Bros., Co.

Broder Bros., Co. is the nation's largest distributor of trade, private label and retail apparel brands to the imprinting, embroidery and promotional product industries. The company operates under three well-recognized brands: Alpha Shirt, Broder and NES Clothing. The company has seventeen Distribution Centers and Express locations and is able to deliver next day to 85% of the United States.

Through its three sales divisions, the company distributes 42 industry-leading brands including Anvil, Fruit of the Loom, Gildan, Hanes and Jerzees and retail brands such as adidas Golf and Champion. Broder Bros., Co. also distributes its own private label brands Authentic Pigment, Chestnut Hill, Devon & Jones, Harriton, Harvard Square and Hyp.

ALPHA

www.alphashirt.com

1-800-523-4585

broder

www.broderbros.com

1-800-521-0850

N•E•S

www.nesclothing.com

1-800-782-7770